

## Program Overview

Completed by [lcovington@seniorservicesinc.org](mailto:lcovington@seniorservicesinc.org) on 4/19/2022 2:12 PM

**Case Id:** 15075

**Name:** Senior Services, Inc. - 2022

**Address:** \*No Address Assigned

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### Program Overview

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Please provide the following information.



City of Winston-Salem  
ARPA Transformational  
Non-Profits Application

City of Winston-Salem  
P.O. Box 2511  
Winston-Salem, NC 27102  
336-727-8000  
[ARPA@cityofws.org](mailto:ARPA@cityofws.org)

**This application portal is to request funding from the City of Winston-Salem as part of the Transformational Non-Profits Application Process. Applications received through this portal will only be reviewed by the City of Winston-Salem. Other jurisdictions may have separate application processes. Please contact other jurisdictions (e.g., Forsyth County) for instructions regarding requests to those jurisdictions.**

**Submitting an application does not guarantee funding. Please see the section below regarding the scoring process. The Mayor and City Council will have final decision-making authority regarding program funding requests.**

**Non-profit organizations may submit funding requests for capital or operating costs.**

#### Minimum Criteria

- Must be registered non-profit organization (includes faith-based organizations providing a public purpose)
- Must have been incorporated as a non-profit for at least one year

#### Scoring Process and Matrix

All completed applications will undergo a review to ensure required documents are attached. Fully completed applications will be reviewed by selected City staff members and scored based on the scoring matrix approved by the Mayor and City Council. [Click here](#) to view the scoring matrix. Scored applications will be reviewed by the City's Management Team for potential recommendation to the Mayor and City Council who will have authority to appropriate funding for programs.

Staff reserves the right to contact any applicant to request clarification or additional details regarding application responses and materials.

### Defining Performance Measures

Sections of the application will reference performance measures and outcomes as required by the U.S. Department of Treasury. Specifically, the application will request workload and effectiveness/outcome measures. Please see this video (<https://www.cityofws.org/2809/Performance-Measures-Video>) for general information on performance measures.

### Upcoming Application Orientation Session

The City will host a virtual application orientation session on April 1, 2022 at 10:00 am. The meeting will take place virtually via the Zoom platform and will also have a live simulcast on the City's YouTube page. The link for that meeting will be posted the morning of the meeting to the website: [www.cityofws.org/clfrf](http://www.cityofws.org/clfrf)

### Contact Information

For any questions or concerns, please email [ARPA@cityofws.org](mailto:ARPA@cityofws.org) or call City Link at 336-727-8000.

## A.Contact Information

Completed by lcovington@seniorservicesinc.org on 4/25/2022 9:44 AM

Case Id: 15075

Name: Senior Services, Inc. - 2022

Address: \*No Address Assigned

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## A.Contact Information

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Please provide the following information.

### ORGANIZATION/AGENCY INFORMATION

#### A.1. Organization/Agency Name

Senior Services, Inc.

#### A.2. Mailing Address

2895 Shorefair Drive Winston-Salem, NC 27105

#### A.3. Organization Website

www.seniorservicesinc.org

#### A.4. Year 501 (c)(3) Status Obtained

1,974

#### A.5. Organization/Agency Fiscal Year

7,122

#### A.6. Federal Tax ID Number

#### A.7. Federal DUNS Number

#### A.8. Federal SAM Registered?

Yes

### ORGANIZATION/AGENCY CONTACT INFORMATION

#### EXECUTIVE DIRECTOR

##### A9. First Name

Lee

##### A10. Last Name

Covington

##### A11. Title

President & CEO

##### A12. E-mail

lcovington@seniorservicesinc.org

##### A13. Phone Number

(336) 971-1256

#### BOARD CHAIR

##### A14. First Name

Lynn

##### A15. Last Name

Eisenberg

##### A16. E-Mail

leisenb46@gmail.com

##### A17. Phone Number

(336) 725-3550

##### A18. Term Expiration Date

06/30/2022

## B. General Project Information

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## B. General Project Information

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Please provide the following information.

### PROJECT INFORMATION

#### B.1. Project/Program Title

Intergenerational Center for Arts and Wellness - Construction

#### B.2. Project Location/Address

2895 Shorefair Drive Winston-Salem, NC 27105

### PROJECT CONTACT/MANAGER

#### B3. First Name

Lee

#### B4. Last Name

Covington

#### B5. Title

President & CEO

#### B6. E-Mail

lcovington@seniorservicesinc.org

#### B7. Phone Number

(336) 721-6902

## C. General Project Narrative

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## C. General Project Narrative

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Please provide the following information.

### C.1. Provide description of project and how funds will be used

Senior Services' vision is to provide a national model for the delivery of senior services by creating a state-of-the-art, one of its kind intergenerational adult day health/day care center. The 61,000 s.f. "Intergenerational Center for Arts and Wellness" will be built on property we own at 2895 Shorefair Drive and will include a new, larger home for our Williams Adult Day Center, and expand upon research conducted in partnership with Wake Forest University School of Medicine and others by integrating programmatic partners to provide healthcare and wellness opportunities, intentional intergenerational interaction and arts-based activities all under one roof. This inter-agency approach will establish a collective culture design to promote maximum impact and positive outcomes for program participants and healthcare patients, while offering a wonderful opportunity for groundbreaking collaborative research and focus on addressing important social determinants of health through an equity lens.

### C.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?

The Intergenerational Center for Arts and Wellness will be open to the general public. Participants will access the various programs and services provided in the Center by working directly with each partner (Elizabeth and Tab Williams Adult Day Center, Family Services Child Development Center, Atrium Health Wake Forest Baptist's Sticht Center, Novant Health, Winston-Salem State's Health Sciences Department, Sawtooth School for Visual Arts, Hispanic League, and HandsOn NWNC) in accordance with their specific eligibility requirements. The Generations Café operated by Second Harvest Food Bank/Providence Kitchen will be a retail food service space open to the general public. Each of the dedicated space partners as well as programmatic partners that will offer services to the community in the Center has signed a Collaborator's Agreement that acknowledges their commitment to the collaborative culture of the Center and providing intentional intergenerational interaction on a daily basis.

Extensive research confirms that participation in the arts has both psychological and physiological benefits. People of every age are creative, and studies show that embracing creativity can be tied to quality of life and overall well-being. The Arts provide opportunities for people of all ages to experience a new sense of control or mastery when they engage in creative endeavors, and clinical studies reveal an important correlation between positive health outcomes when older adults experience a sense of mastery when learning new skills. Arts participation in early childhood also promotes social and emotional development and enhances cognitive abilities and social skills for children engaged in structured arts activities.

The inclusion of leading healthcare providers brings critical medical services not only to the participants of the Williams Adult Day Center but also enhances the health and wellness programming offered onsite. Their presence also increases the accessibility to needed health and wellness services for the underserved seniors and others living in the neighborhoods surrounding the new Center. It is well documented that access to healthcare promotes and maintains health, prevents illness, helps with the management of chronic disease, reduces unnecessary disability, prevents

premature death and achieves health equity for the entire community.

When the generations come together, everyone benefits, children and youth, older adults and the community at large. There are clear positive outcomes for all involved. Children are exposed to their elders' traditions and wisdom and adults with regular interactions with children are able to expand their social networks and stay physically active, which results in better health outcomes. The location of the Center benefits the partners in their efforts to improve and expand upon their outreach to historically underservice segments of our community.

**C.3 Total estimated number of unique participants to be served annually**

20,835

**C.4. Will program beneficiaries be only residents of Winston-Salem?**

No

**Describe the other areas (counties) that will benefit**

All Forsyth County residents are eligible for programs to be offered in the new Center. Additionally, we believe the Sticht Center for Healthy Aging and Alzheimer's Prevention may pull folks in from surrounding counties as well.

**Estimate the percentage of beneficiaries that will be residents of Winston-Salem**

77.00 %

**TOTAL FUNDING REQUEST**

**C.5. Total Operating Funding Request**

\$0.00

**C.6. Total Capital Funding Request**

\$750,000.00

**SPENDING TIMEFRAME**

**C.7 Capital Spending Timeframe**

By June 30, 2023

**C.8 Operating Spending Timeframe**

NA

## D. Project Budget Categories

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### D. Project Budget Categories

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Please provide the following information.

Use templates below to input **the total** Project Budget (**only requested expenses and estimated revenues related to the program or project for which you are requesting funding**) by clicking **Add Column**. Please include all funding from the City and other sources.

Operating Costs	Total
N/A	\$0.00
	\$0.00

Capital Costs	Total
Construction of 61,000 s.f. Intergenerational Center for Arts and Wellness	\$18,500,000.00
Technology	\$800,000.00
Furniture, Fixtures, Equipment	\$625,000.00
Professional Services - Architecture, Engineering, Legal	\$700,000.00
Campaign Expenses	\$250,000.00
Senior Services Center HVAC replacement	\$250,000.00
	\$21,125,000.00

### PROJECT/PROGRAM REVENUE CATEGORIES

Please fill out the revenue estimate table. **Note: operating revenues and expenses must be balanced (be equal).**

Operating	Total
N/A	\$0.00
	\$0.00

Please list below all known/expected **individual** grants and contributions totaling 10% or more of the project's budget.

**Note: capital revenues and expenditures must be balanced (be equal)**

Capital	Total
Anonymous Matching Donor	\$3,000,000.00
State of NC Directed Grant	\$5,000,000.00
Federal Government Directed Grant	\$5,000,000.00

New Markets Tax Credits	\$3,000,000.00
Other individual, corporate, foundation donors	\$5,125,000.00
	\$21,125,000.00



## E. Demographic and Geographic Distribution

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### E. Demographic and Geographic Distribution

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Please provide the following information.

**Demographic distribution is an assessment of the level of the project funds spent on a program or service provided at a physical location in a Qualified Census Tract (QCT), OR where the primary intended beneficiaries live within a QCT, OR whether the program benefits residents that earn less than 60 percent of median income for the City, OR whether over 25 percent of program beneficiaries are below the federal poverty line.**

**E.1 Is this project/program located in a QCT or serve residents that live in a QCT?**

Yes

**If yes, what percentage of clients served are estimated to be residents of QCTs? ([Click here](#) to view the QCT mapping tool)**

43.00 %

**E.2 If the project or program is not a QCT or specifically serve residents in a QCT, will residents meet the follow criteria:**

25% or more of participants below the federal poverty line or participants served make less than 60% of the Area Median Income

The project/program does not operate in a QCT, and beneficiaries neither reside in a QCT nor meet the income thresholds mentioned above.

## F. Alignment to Strategic Plan

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## F. Alignment to Strategic Plan

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Please provide the following information.

Strategic planning is a process in which organizational leaders determine their goals and objectives, and allocate needed/limited resources to successfully achieve those goals and objectives. [Click here](#) to view Winston Salem's Strategic Plan. The Strategic Plan includes three (3) tiers of priorities:

### Tier 1:

- Focus on job creation/sustainability and workforce development
- Collaboration and funding for pre-K opportunities
- Funding for affordable housing
- Funding for economic development

### Tier 2:

- Poverty reduction/cessation
- COVID reopening plan
- Community engagement (Power of connections)
- Funding for arts

### Tier 3:

- Community Fundraising
- Environmental initiatives
- Address digital divide
- Address childcare needs
- Neighborhood maintenance
- Organization efficiency and public-private partnerships
- Law enforcement reform

**F.1. Please select the primary priority from the list above addressed by your project/program.**

Tier 1

**F.2. Please select the secondary priority from the list above addressed by your project/program.**

Tier 2

**F.3. Please describe how the workload or outcomes from your project/program addresses the primary priority you selected.**

We believe very strongly that this project aligns well with the City's Tier 1, Priority 2 Goals of Collaboration and Funding for Pre-K Priorities. Traditionally and historically, interactions with older adults provided essential connections to family, community and culture. The migratory nature of many families in the U.S has however, reduced their opportunities for intergenerational connections, but the importance of such connections remains.

Research indicates that just as seniors engaged in intergenerational relationships have better physical and mental health and experience less isolation and loneliness, children engaged in regular intergenerational interactions gain a sense of community and self-esteem when working with or helping an older adult. Connections with elders can instill resilience in children and youth as they learn about the histories and challenges faced by seniors while expanding their worldviews, engendering compassion and dispelling a fear of aging. Intergenerational relationships can connect children to history, language, culture and community in ways that fill them with a sense of belonging and pride.

While other intergenerational, shared sites exist, typically housing a childcare center in a building that also provides space for an adult day care or senior living facility, only Senior Services has as a primary focus the provision of intentional daily intergenerational interaction. Research has shown that when the generations come together, everyone benefits, children and youth, older adults and the community at large. Key goals for the Intergenerational Center for Arts and Wellness include creating meaningful roles for participants of all ages, ensuring reciprocity in relationship building, promoting life-long learning, reducing social isolation and building social connectedness.

One of Senior Services' key collaborative partners within the Intergenerational Center for Arts and Wellness is Family Services, the local provider of Head Start and Early Head Start programs in Forsyth County. Family Services will have over 7500 square feet dedicated to providing six (6) Head Start, Early Head Start and universal Pre-K classrooms in the Center. The staff of Senior Service's Elizabeth and Tab Williams Adult Day Center, Family Services and other partners will work collaboratively to provide daily intentional intergenerational programming for their participants.

Additionally, we believe very strongly that this project aligns well with the City's Tier 2, Priority 7 and Priority 8 areas of Community Engagement and Funding for Arts.

The Intergenerational Center for Arts and Wellness is founded on the belief that how we care for older adults defines our community, and that sound intergenerational relationships, created through meaningful moments of human connection help our community thrive. Through creativity and the arts we can pass on traditions, celebrate cultures, and tell the stories that invite us to remember our past and build our future together. Our focus on health and wellness will help seniors live with dignity and age with purpose while showing younger members of our community how to joyfully anticipate aging gracefully. Our goal is to build a community that celebrates the value of all people at every stage of life by fostering relationships built on empathy and understanding. We are inviting you to help us create a special place that honors and welcomes diverse people of every age until it overflows and becomes a community that believes and proves that together we are stronger.

- Older adults with daily intentional intergenerational interactions in shared sites have better physical and mental health and less isolation and loneliness. Regular interaction with children results in an atmosphere that is more "family/home-like" and that promotes social enrichment and a renewed interest in others in older adults with dementia.
- Older adults with dementia or other cognitive impairments experience reduced agitation and increased levels of engagement during interactions with children than during non-intergenerational activities.
- 90% of family caregivers indicate that their family members benefit from the intergenerational program and 97% of

adult participants report feeling happy, interested, loved, and needed.

There is also extensive research indicating that the arts and creative expression strongly promote health with aging. There is an important correlation between positive health outcomes and activities in which older adults experience a sense of mastery and control. Findings highlight:

- Sense-of-control mechanism – Research has shown an important correlation between positive health outcomes and the experience of a sense of mastery and control in older people. The opportunity to create something new and beautiful offers an enormous sense of satisfaction and empowerment.
- Influence of the mind on the body – Research indicates that positive emotions associated with a sense of control trigger a response in the brain that sends a signal to the immune system to produce more beneficial immune system cells.
- Social Engagement – Research indicates that older adults who participate in both Creating Art and Attending Art have higher levels of cognitive functioning, lower rates of limitations to daily physical functioning, and lower rates of hypertension. Many forms of art provide significant opportunities for social engagement, including chorales, poetry groups, instrumental groups, and groups that engage in painting, writing, drama and dance.
- Senior Services’ collaborations with Kindermusik (intergenerational music and movement classes), Wake Forest University’s IMPROVment improvisational seated dance/movement classes, volunteer facilitated in-home art lessons, and the integration of the renowned Music and Memory program have all be used successfully to enhance the lives and improve the mental, physical, emotional and/or physical capacity of program participants.

The inclusion of leading healthcare providers brings critical medical services not only to the participants of the Williams Adult Day Center and enhances the health and wellness programming offered onsite. Their presence also increases the accessibility to needed health and wellness services for the underserved seniors living in the neighborhoods surrounding the new Center. It is well documented that access to healthcare promotes and maintains health, prevents illness, helps with the management of chronic disease, reduces unnecessary disability, prevents premature death and achieves health equity for the entire community.

The importance of the arts to the Winston-Salem community and the increased opportunities for social connection they provide makes incorporating arts a key programming component for the Intergenerational Center for Arts and Wellness.

Key arts partners in the Intergenerational Center include the Wake Forest University Department of Dance IMPROVment program, the Sawtooth School for Visual Art, the Arts Council of Winston-Salem, the Winston-Salem Symphony, Kindermusik and the 40+ Stage Company. Our partners will bring varied opportunities for intergenerational arts engagement, ranging from classes to exhibitions and performances by and for Center participants. A dance studio, art classroom space, studios for resident artists, a gallery for visual art exhibitions, a multipurpose performance space and a “main street” performance space have all been included in the design of the Center.

One of the most unique and defining features of Senior Services’ Intergenerational Center for Arts and Wellness is its “Main Street” Atrium. Designed to resemble a small town, Main Street will be a public programming space where a variety of opportunities for intentional, intergenerational interaction will take place. Some activities will be pre-planned and supervised by staff, while other interactions may occur spontaneously with participants choosing their desired level of interaction, offering maximum flexibility for community engagement.

In addition to storefront entrances for our programmatic partners, there will be space for “outdoor” performances,

storytelling, areas for all types of play, rocking chairs for relaxing and a retail space for purchasing snacks and viewing art created by seniors, youth and children. Older participants and visitors to Main Street will be able to spend time in an environment that is reminiscent of their childhoods while visitors of all ages will learn about the history of our community. The University of North Carolina School of the Arts' Design and Production Department has graciously agreed to design and install the initial "visual aspects" of Main Street and to update the facades every decade to ensure that Main Street is reminiscent of each generation's small town memories.

## G. Collaboration

Completed by lcovington@seniorservicesinc.org on 4/25/2022 1:10 PM

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## G. Collaboration

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Please provide the following information.

**Collaboration is when an organization is partnering or proactively working with one or more external stakeholders to achieve the same goal.**

**G.1. How many other external partners, organizations, stakeholders will you be collaborating with to provide the project/program?**

3+

**G.2. Please provide the names of the organizations and the roles they will serve in the project/program?**

Senior Services is thrilled to have a number of collaborators who will bring their expertise into the new Center.

Collaborators who will be in their own dedicated space include:

Atrium Health Wake Forest Baptist - Atrium Health Wake Forest Baptist and Wake Forest University School of Medicine are excited to expand their partnership with Senior Services by establishing a new clinic and research space in the Intergenerational Center for Arts and Wellness building. This new location, being led by a team of internationally recognized geriatricians and gerontologists from the Sticht Center for Healthy Aging and Alzheimer's Prevention at Atrium Health Wake Forest Baptist Medical Center, will expand their mission to reach an even more diverse population of our community. Services offered at the new site will include memory assessment, geriatric assessment, counseling for families and patients facing challenges with Alzheimer's disease, and geriatric primary care. This site will also allow additional members of the Winston-Salem community to participate in their research mission, helping their team discover new and better ways to care for older adults in the future.

Family Services - Family Services is a private, nonprofit agency that has been serving families and children in Forsyth County since 1905. Family Services currently enrolls more than 600 children (ages birth to five) in their child development programs annually. They are the only child development facility in Forsyth County accredited by the National Association for the Education of Young Children. In addition, Family Services Child Development Programs meet all ten benchmarks for high-quality Pre-K programs established by the National Institute for Early Education Research (NIEER). They provide consultation and referral on nutrition, developmental assessments, and mental health services at no extra charge, and are committed to the enrollment of children from diverse cultural backgrounds.

HandsOn NWNC - HandsOn NWNC mobilizes people and organizations that inspire community change. Each year, they provide a wide variety of leadership, training, and technical assistance opportunities to staff, board members, and volunteer leaders within their diverse network of more than 500 nonprofits in Forsyth and surrounding counties. They also engage approximately 5,000 volunteers in service across that network. They look forward to being more easily accessible to collaborators, widening the scope of nonprofits engaged with programming in the Center, and discovering new ways all of us can work together.

Hispanic League -The Hispanic League's mission is to improve the quality of life of Hispanic/Latinos through promoting community inclusion, education, health and multicultural understanding. The intergenerational impact of working with older adults and the collaboration of multiple shared partners will benefit the broader community, including the aging Hispanic/Latinx population, to embrace a culture of caring for all.

Novant Health - Novant Health will have a multidisciplinary healthcare space in the Intergenerational Center for Arts and Wellness, and plans to host a Healthy Living Speaker Series. This speaker series will be a monthly program where Novant Health supplies subject matter experts in health-related topics to educate the community.

Sawtooth School for Visual Art - Sawtooth School for Visual Art (SSVA) is dedicated to providing fine arts and crafts education and aims to actively eliminate barriers to equality while increasing diversity and continually building trust with all ages, skill levels and abilities. SSVA studios at the Intergenerational Center for Arts and Wellness will include professional level studios dedicated to educational programming in textiles and ceramics as well as dedicated Artist in Residence programs. Ceramics classes will include wheel-throwing, hand-building, glazing, design, and clay sculpture while textiles classes will focus on the age-old processes of dyeing, spinning, weaving, and felting.

Second Harvest Food Bank of Northwest NC - Second Harvest Food Bank shares Senior Services' commitment to providing access to nutritious food for seniors and our community as a whole. They know that food is the foundation for a healthy, active life. Through Second Harvest's Providence programming, they will provide quality food to Senior Services participants, volunteers, and partners as well as community members in the Generations Café - a fun, engaging environment that will also serve as a training location for their Providence Culinary Training students and graduates. In addition, through their Nutrition Services team, they will deliver nutrition education classes helping individuals understand how to prepare healthy, delicious meals and snacks.

Winston-Salem State University - Winston-Salem State University will provide multidisciplinary educational and clinical services within the Intergenerational Center for Arts and Wellness. Seniors will have access to a complement of services, including occupational and physical therapy, therapeutic recreation, social work, health care management, and much more offered by experts in their discipline areas.

Collaborators who will utilize shared spaces include:

Arts Council of Winston-Salem & Forsyth County-Arts Council is the chief advocate of the arts and cultural sector in Winston-Salem and Forsyth County. Their goal is to serve as a leader in lifting up, creating awareness and providing support to grow and sustain artistic, cultural and creative offerings throughout our region. They acknowledge that it takes every voice, every talent, and every story to make our community a great place to live, work, and play. Arts Council is committed to serving as a convener, connector, and promoter of conversations and arts programming that are authentic, inclusive, forward-thinking, and serve ALL members of our community. They believe the programs and offerings at the Intergenerational Center for Arts and Wellness will enable them to work collaboratively to demonstrate the positive impact of intergenerational interaction within the arts, while increasing access to the residents of our community, no matter their age or background.

Cancer Services-Cancer Services, Inc. is the Triad's community of caring for people facing cancer and has served cancer patients in the community for over 65 Years. "Enhancing Health, Life & Survivorship" is our passion. Our healthy living programs at ICAW are fun and practical and will be offered in English and Spanish. Healthy living topics include nutrition, movement, cooking, and seminars on health-related topics in order to decrease cancer risk and promote early detection.

Survive & Thrive cancer survivorship programs are inclusive of individuals facing any type of cancer, as well as caregivers, and support all in living fully after a diagnosis of cancer.

40+ Stage Company-40+ Stage Company is an amateur theatre company that focuses on issues of concern and relevance to adults in their middle years and beyond. Their outreach programs are specifically extended to organizations that provide services and support to aging adults. The 40+ Stage Company creates greater awareness of ageism in the community and provides opportunities for older adults to participate in the theatre.

IMPROVment®-Founded by Christina Soriano, Vice Provost of the Arts at Wake Forest University, IMPROVment is a collective of dance educators, neuroscience researchers, physical and occupational therapists and community artists who utilize improvisational movement to emphasize physical and mental fitness. IMPROVment creates important connections and reduces isolation experienced by seniors who live alone while also improving their physical health and mobility.

The Shepherd's Center-The Shepherd's Center of Greater Winston-Salem will offer ongoing health and wellness programs for older adults including exercise (e.g. Tai Chi, Yoga, dancing) and educational classes. Art, technology, nutrition, music and personal development programs will be offered in addition to caregiver education and support opportunities. Medicare education and counseling services through the Seniors' Health Insurance Information Program will take place regularly.

Wake Forest School of Medicine Maya Angelou Center for Health Equity-The Maya Angelou Center for Health Equity is eager to collaborate with Senior Services to conduct Caregiver College in the Intergenerational Center. Caregiver College aims to: 1) Improve informal caregivers' understanding of Alzheimer's disease and co-occurring disorders, 2) Enhance the quality of life for patients and caregiver's by providing supports that reduce isolation and depression, 3) Provide strategies to manage symptoms associated with Alzheimer's disease and co-occurring disorders, and 4) Fill a gap in culturally sensitive health education and awareness on Alzheimer's disease, brain health, and dementia caregiving skills for African Americans.

Winston-Salem Symphony-In collaboration with Senior Services, the Winston-Salem Symphony would like to provide music programs and activities to serve the socio-emotional and educational needs of older adults and younger people at Intergenerational Center for Arts and Wellness. Music programs and activities include an adult beginning orchestra, Piedmont Learning Academy for Youth (P.L.A.Y.) Music violin classes, drumming classes, and performances by our Youth Orchestra musicians.



## H. Administration/Reporting

Completed by lcovington@seniorservicesinc.org on 4/25/2022 1:12 PM

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### H. Administration/Reporting

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Please provide the following information.

Per U.S. Treasury rules and associated guidance, the City's framework for using these funds aligns with specific administrative reporting requirements. The administration/reporting criterion has three core elements: 1) the organization's/project's development of clear performance indicators and measurable outcomes, 2) the use of evidence-based interventions, 3) and the City's evaluation of organization and project risk.

#### H.1. Please clearly define the workload and outcome measures that are associated with your project/program

Workload	Senior Services' Creative Connections campaign seeks to build an Intergenerational Center for Arts & Wellness for adults with Alzheimer's disease and other forms of memory loss. At the Center we will provide activities, programming and collaborative endeavors with a proven ability to stimulate and benefit senior adults, such as inter-generational programming with organizations who serve other age groups and art and creativity-based initiatives. The new center will be built on property owned by Senior Services, adjacent to its headquarters on Shorefair Drive. Construction will begin in May 2022 and conclude June/July of 2023.
Effectiveness/Outcome	The outcome of this project is that our new Intergenerational Center for Arts and Wellness will be constructed at or under budget and fully occupied, with services being provided, no later than the end of 2023. See attached narrative for more detail.

#### H.2. Does the project/program use evidence-based interventions?

Yes

Please provide a link to (or attach a copy of) the evaluation of the program model



#### Program Model Evaluation

Senior Services - ARPA Grant Outcome text.docx

H.3. For transparency purposes, the risk matrix is attached. This is NOT required, however, you can self-assess if you wish. Please fill out and upload the [Risk Matrix](#).

 **Risk Matrix**

Senior Services Risk Assessment.xlsx

## I. Capacity

Completed by lcovington@seniorservicesinc.org on 4/25/2022 1:11 PM

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## I. Capacity

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Please provide the following information.

**An organization's capacity can be defined as its ability to implement the proposed project, as characterized by the alignment of its mission and vision with the proposed project, existing internal infrastructure to support it, and its plan for implementation and assessment of project success.**

**I.1. Please provide your organization's vision and mission statements and explain the alignment between the proposed project/program and the organizational mission.**

Senior Services is a private, nonprofit agency that has been providing assistance in our community for more nearly sixty years. Our mission is to help Forsyth County's seniors remain at home for as long as possible, living with dignity and aging with purpose. With concern for those who care for senior adults, we also help caregivers through services and education that will benefit them. Individuals who cannot afford to pay for services are of special concern to Senior Services and receive assistance to every extent possible through philanthropic contributions and available public funds.

**I.2. Describe the organization's current infrastructure and capacity to deliver the program services or complete the project. Include any relevant current programming and experience providing similar services.**

Our current programs include the following:

- The Elizabeth and Tab Williams Adult Day Center
- Meals-on-Wheels
- Home Care
- Help Line
- Senior Lunch
- Living-at-Home
- Elder Care Choices

In a given 12-month year, we directly serve around 2200-2500 older adults across Winston-Salem and Forsyth County. We do so with an army of roughly 100 staff and more than 1,700 dedicated volunteers. Senior Services has a strong track record of successful campaigns resulting in new construction, including the building of our current Williams Adult Day Center building in 1999 and our Senior Services Center on Shorefair, completed in 2006. In addition, we have a long history of successfully managing federal funds and completing the required annual single audit.

**I.3. Describe the program/project implementation plan. Include any known barriers to success and how those will be overcome**

The project began in earnest back on early 2019. The timeline from that point to date is below.

January 2019 – began initial design work for building with Workplace Architecture & Design – conversations with partners began around that same time

April 2019 – secured spot on the “Forsyth County Campaign Calendar” for November 2021 to go public

December 2019 – began detailed conversations with potential collaborating partners

Fall 2020 – feasibility study completed

December 2020 – Senior Services secured Whitney Jones, Inc. as Campaign Consultant

Spring 2021 – Board votes to proceed with Workplace A&D for next phase of building design

May 2021 – Senior Services convenes Building Committee with local experts

June 2021 – quiet phase of campaign began

June 2021 – regular meetings of Design Team began

July 2021 - regular meetings with dedicated space partners began to incorporate their ideas and needs into space design

July 2021 - Frank L Blum Construction selected as General Contractor following a comprehensive RFP and interview process

April 2022 - Following many meetings with collaborators, engineers, etc., Construction Documents were completed and sent to FL Bum for final Guaranteed Maximum Price on construction

April 27, 2022 - Groundbreaking Ceremony

May 2022-July 2023 - Construction of building

July-August 2023 - anticipated building occupancy by Senior Services and all collaborating partners, followed by implementation of all related services and supports

We do not anticipate any significant barriers to success. Of course, weather and supply chain issues could alter the construction timeline slightly. Our capital campaign continues with much success and we anticipate meeting our goal by early fall of 2022.

**I.3a. Describe the program assessment plan including how the data will be collected for selected performance metrics and any other evaluation tools that will be used to determine program/project success.**

Since this is a capital project, the assessment plan is simple and straightforward. Construction will begin in May 2022 and is projected to be complete 14 months later. We will monitor the process closely to ensure timely completion at or below guaranteed maximum price quoted by General Contractor.

## J. Impact/Community Need

Completed by lcovington@seniorservicesinc.org on 4/25/2022 1:12 PM

Case Id: 15075

Name: Senior Services, Inc. - 2022

Address: \*No Address Assigned

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## J. Impact/Community Need

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Please provide the following information.

**Impact/Community needs concern whether or not the proposed project will address an identified need within the community and what the short term (One year) and long term (3 years) impact of this project will be**

**J1. Describe the identified community need for this project/program. Cite specific data or studies/reports that have identified this as a community need.**

Approximately 20% of Forsyth County's population is age 60+ (roughly 80,700 people). Thirty-four percent (34%) of seniors in Forsyth County live alone with the greatest concentration residing in the 27105-zip code area where Senior Services is located. Forty-four percent (44%) of Forsyth County residents age 60+ have annual incomes less than \$20,000 with 27% living at or below 200% of the Federal Poverty Line. African Americans comprise 21% of Forsyth County's age 60+ population and account for 41% of Forsyth County residents living at or below 200% of the Federal Poverty Line. Alzheimer's Association North Carolina reports that there are currently 180,000 North Carolinians living with Alzheimer's disease, a number that is expected to grow to 210,000 people by 2025. The most recent data from the Centers for Medicare and Medicaid Services (2018) reports that 3,038 Medicare beneficiaries in Forsyth County have Alzheimer's Disease or other related dementias. According to the Centers for Disease Control and Prevention (CDC) the prevalence of heart disease and diabetes, lower levels of education, higher rates of poverty and greater exposure to adversity and discrimination contribute to Hispanic and African Americans having a high risk of developing AD/DRD. The CDC warns, "Hispanic and African Americans in the United States will see the largest increases in Alzheimer's disease and related dementias between 2015 and 2060."

Age-Friendly Forsyth, a collaborative community initiative comprised of corporate, health care, nonprofit, educational and philanthropic agencies in Forsyth County, implemented an extensive research process to determine the state of aging in Forsyth County. Data collected through an extensive telephone survey of more than 1,000 residents and twenty-one focus groups of approximately 120 people led to the release of the 2017 Community Report on Aging with research findings indicating the need for more day services, more caregiver support, more medical care, more recreational activities, more places to exercise, more activities for children, and more Senior Centers. Respondents also identified a lack of transportation, a lack of awareness of services and social isolation as barriers to participation in existing supportive services for aging adults. Age-Friendly Forsyth data reveals that 29% (21,000) of Forsyth County seniors are providing help or care for a relative or friend. Of these, 26% reported (5,500) not getting relief or time off from their caregiving responsibilities. These caregivers reported needing help with care options, assistance with instrumental activities of daily living, caregiving support, legal assistance and Alzheimer's and other related dementia care—especially more day services.

Senior Services has partnered with Wake Forest University on several research projects that have incorporated improvisational chair dance/movement (IMPROVment), and in collaboration with Kindermusik International, intergenerational interaction to enhance the quality and effectiveness of programming offered at the Williams Adult Day Center. Senior Services is also a current participant in a comparative health-based system versus community-based

dementia-care research trial (D-Care) using the BRI Care Consultation evidence-based intervention. Volunteer facilitated in-home art lessons, and the integration of the renowned Music and Memory program have in addition to these research projects all been used successfully to enhance the lives and improve the mental, physical, emotional and/or physical capacity of Senior Services program participants.

**J2. Describe the short-term impacts of the project/program and how they align with the community need identified above.**

With clear evidence of the growing need for additional dementia care, caregiver support and the lack of awareness of available resources, the Intergenerational Center for Arts and Wellness will create a national model for the delivery of senior services through the construction of a state-of-the-art, one-of-a-kind intergenerational adult day health/day care center. The new Center will include a new, larger home for the Williams Adult Day Center, and provide healthcare, intentional intergenerational interaction and arts-based activities for aging adults and children under one roof. The current Williams Center is able to safely accommodate an average of 75 people on a daily basis. The expanded Williams Center will be 50% larger than the current facility and is anticipated to accommodate an average of 110-120 people on a daily basis. Family Services will operate a Child Development Center that will provide Early Head Start, Head Start and Pre-K instruction for 105 children in a part of town in need of additional quality child development services. There will be daily engagement opportunities for the participants of the Williams Adult Day Center and Family Services' Child Development Center. The Sawtooth School will use professional artists to bring new creative and recreational programming to the area. Senior Services and the Sawtooth School will work collaboratively to raise the funds needed to make art classes accessible to people who have had limited opportunities to engage in the arts. The presence of Atrium Health Wake Forest Baptist's Sticht Center will make geriatric care more accessible for the historically underserved seniors who live in the neighborhoods near the Intergenerational Center. The multidisciplinary clinic provided by Novant Health will increase the neighboring community's access to medical care.

**J3. Describe the long-term impacts of the project/program and how they align with the community need identified above.**

The provision of quality, innovative services will contribute to the continued appeal of Winston-Salem as a livable community for people of all ages. This livability will not only attract new talent to our city, but it will also further position Winston-Salem as an age friendly community for retirees. There are clear, positive physical, mental, social and emotional long-term impacts when people of all ages come together in shared sites. Increased adult day health/day care services will help our community meet the growing need for supportive services for persons living with dementia, aging adults and their families. Older adults with daily intentional intergenerational interactions in shared sites have better physical and mental health and experience less isolation and loneliness. Regular interaction with children results in an atmosphere that is more "family/home-like" and that promotes social enrichment and a renewed interest in others for persons living with dementia. Older adults with dementia or other cognitive impairments experience reduced agitation and increased levels of engagement during interactions with children than during non-intergenerational activities. These social and emotional changes in the life of the person living with dementia also positively impacts the overall quality of life of their informal family caregivers. Children exposed to their elders' traditions and wisdom expand their knowledge and social networks. The arts and creative expression also strongly promote health with aging. The increased access to healthcare will promote and maintain health, prevent illness, assist with the management of chronic disease, reduce unnecessary disability, prevent premature death and achieves health equity for the entire community.

**J4. Referencing previous section on outcomes, describe how the impacts noted above will be measured.**

Senior Services has a long history of participating in research as well as the evaluations tools and skilled staff needed to collecting data and measure the impact of its programming. Senior Services will work collaboratively with its partners to develop standardized methods and tools for tracking enrollment, demographics and the satisfaction and impact of participating in programs and services provided in the Intergenerational Center. The agency will use evidence-based

interventions and federally verified evaluation tools to measure the impact of intergenerational and arts programming with a keen interest in improved quality of life. The quality of our partnerships will facilitate the development of future longitudinal studies and evaluation tools for demonstrating the impact of intergenerational interaction, access to health and wellness services, and the arts not only on seniors, but children and youth that engage with aging adults in the facility.

## K. Funding Stability

Completed by lcovington@seniorservicesinc.org on 4/25/2022 1:14 PM

Case Id: 15075

Name: Senior Services, Inc. - 2022

Address: \*No Address Assigned

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### K. Funding Stability

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Please provide the following information.

**Funding stability is an assessment of both the organization's annual funding and the planned funding mechanism for the project/program from grants, donations, sales, and other income generators. To the extent possible, the City wishes to ensure applying entities have sustainable funding sources outside the City's ARPA allocation. An entity will be deemed as having superior funding stability if it demonstrates at least three years of sustainable grant, contribution, and/or fee-based revenues to cover operating costs. The entity must also demonstrate commitments from other organizations to cover the full cost of project deficits or future-year operating costs (in combination with realistic fee-based revenue assumptions).**

**K.1. Have your organization's operating revenues covered operating expenses the last three years?**

No

**K.2. Approximately what percentage of your organization's total budget is covered by competitive grants that you must re-apply for?**

5.00 %

**K.3. What percentage of your project/program's budget is covered by City ARPA funds as part of this request?**

3.50 %

**K.4. Please provide narrative on funding for this program after City ARPA funding has been exhausted.**

City APRA funding will help in securing the funds necessary to construct and equip our new Intergenerational Center for Arts and Wellness. We will have agreements in place with all our collaborating partners whereby the ongoing operational costs for the Center are covered, on a pro-rated basis, by all organizations who utilize space in the building, both dedicated space and shared/common space.

**K.5. Please attach commitment letters from other organizations showing financial support for the project/program.**



**Commitment Letters**

Combined Letters of Support-City of W-S ARPA.pdf



## L. Representation

Case Id: 15075

Name: Senior Services, Inc. - 2022

Address: \*No Address Assigned

Completed by lcovington@seniorservicesinc.org on 4/25/2022 1:14 PM

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### L. Representation

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Please provide the following information.

**Representation deals with how diverse an organizations leadership is compared with community demographics, which includes Winston-Salem's race/ethnic backgrounds as well as gender. Local non-profit organizations should reflect the communities they serve. Since organizations are requesting to receive ARPA funding through the City, we must ensure these entities hold themselves accountable to having diverse staff and leadership panels**

**L.1. Provide a list of board members including the race, ethnicity, and gender identification for each member.**

Name	Race	Ethnicity	Gender Identification
Lynn B. Eisenberg	White	Non-Hispanic	Female
Catrina A. Thompson	Black	Non-Hispanic	Female
Sandlin M. Douglas	White	Non-Hispanic	Male
Dale E. "Dek" Driscoll	White	Non-Hispanic	Male
Will Baucom	White	Non-Hispanic	Male
Marilyn Broyhill Beach	White	Non-Hispanic	Female
Art Bloom	White	Non-Hispanic	Male
Dr. Goldie Byrd	Black	Non-Hispanic	Female
Forrest Causby	White	Non-Hispanic	Male
Elizabeth Chmelo	White	Non-Hispanic	Female
John W. Davis III	White	Non-Hispanic	Male
Richard W. Davis	Black	Non-Hispanic	Male
Edward Griggs	White	Non-Hispanic	Male
Dr. William Hazzard	White	Non-Hispanic	Male
Alisha C. Hutchens	White	Non-Hispanic	Female
Ashley Kohlrus	White	Non-Hispanic	Female
B. Hofler Milam	White	Non-Hispanic	Male
Angie Murphrey	White	Non-Hispanic	Female
Sylvia Oberle	White	Non-Hispanic	Female
Gini Piekarski	White	Non-Hispanic	Female
Elaine Round, Ph.D.	White	Non-Hispanic	Female
Denise Robinson	Black	Non-Hispanic	Female
J. Stanley Scott	White	Non-Hispanic	Male
Edward G. Shaw, M.D.	White	Non-Hispanic	Male
Edwin L. Welch III	White	Non-Hispanic	Male
Garry Whitaker	White	Non-Hispanic	Male
Wallace C. Wu	Asian	Non-Hispanic	Male

## M. Required Documents

Case Id: 15075

Name: Senior Services, Inc. - 2022

Address: \*No Address Assigned

Completed by lcovington@seniorservicesinc.org on 4/25/2022 1:19 PM

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### M. Required Documents

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Please provide the following information.

For North Carolina Secretary of State - Current and Active Status, [Click Here](#)

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### Documentation

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**Code of Conduct/Conflict of Interest Policy \*Required**

Senior Services Conflict of Interest Policy.pdf

**Copy of the agency's latest 990 Form as submitted to the Internal Revenue Service \*Required**

Senior Services 2020 Final 990 Public Disclosure Copy.pdf

**Organization By-Laws \*Required**

Senior Services, Inc.-Amended & Restated Bylaws.pdf

**Articles of Incorporation \*Required**

Senior Services Inc Restated Articles of Incorporation Certified.pdf

**Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) \*Required**

Human Resources Manual - CURRENT.pdf

Senior Services Fiscal Policy.docx

**IRS 501(c)3 Designation Letter \*Required**

501c3 Current.pdf

**Most recent audited financial statements or a third-party review \*Required**

audit2021.final.pdf

**North Carolina Secretary of State - Current and Active Status \*Required**

SECC- North Carolina Solicitation License 21-22.pdf

NC Secty of State Active Status.pdf

## N. Submit

Completed by lcovington@seniorservicesinc.org on 4/25/2022 2:58 PM

**Case Id:** 15075

**Name:** Senior Services, Inc. - 2022

**Address:** \*No Address Assigned

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## N. Submit

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Please provide the following information.

I certify that all information entered into this application is true.

T. Lee Covington

Electronically signed by lcovington@seniorservicesinc.org on 4/25/2022 2:58 PM

04/25/2022